**Created new column – AgeGroup**

AgeGroup = SWITCH(TRUE(),

 cust\_detail[Customer\_Age]<30, "20-30",

 cust\_detail[Customer\_Age]>=30 && cust\_detail[Customer\_Age]<40, "30-40",

 cust\_detail[Customer\_Age]>=40 && cust\_detail[Customer\_Age]<50, "40-50",

 cust\_detail[Customer\_Age]>=50 && cust\_detail[Customer\_Age]<60, "50-60",

 cust\_detail[Customer\_Age]>=60, "60+",

 "unknown")

**Created new column – IncomeGroup**

IncomeGroup = SWITCH(TRUE(),

cust\_detail[Income]<35000, "Low",

cust\_detail[Income]>=35000 && cust\_detail[Income]<70000, "Med",

cust\_detail[Income]>=70000, "High",

"Unknown")

**Created new column – Week\_number**

Week\_number = WEEKNUM(cc\_detail[Week\_Start\_Date].[Date])

**Created new column – Revenue**

Revenue = cc\_detail[Annual\_Fees]+cc\_detail[Interest\_Earned]+cc\_detail[Total\_Trans\_Amt]

**Created new measure - Current\_week\_Revenue**

Current\_week\_Revenue = CALCULATE(SUM(cc\_detail[Revenue]),

FILTER(ALL(cc\_detail),

cc\_detail[Week\_number]=MAX(cc\_detail[Week\_number])))

**Created new measure – Previous\_week\_Revenue**

Previous\_week\_Revenue = CALCULATE(SUM(cc\_detail[Revenue]),

FILTER(ALL(cc\_detail),

cc\_detail[Week\_number]=MAX(cc\_detail[Week\_number])-1))

**Created new measure – wow\_revenue**

wow\_revenue = DIVIDE([Current\_week\_Revenue]-[Previous\_week\_Revenue],[Previous\_week\_Revenue])